Electronic Questionnaires at Statistics Canada

Recent Design Experiences

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Background

- EQ: primary collection mode in a multi-mode approach

- (Re)design <u>existing</u> questionnaires as EQs

- Various data collection partners

- 'Optimal EQ' ↔ comparable data ↔ production environment

- Policies, guidelines, pretesting

Current practices

Design

- Critical review of existing questionnaire
- Consultation with subject matter & EQ designers
- Specify & render EQ

Pretest with respondents

- Cognitive/usability testing
- Interview protocol
- Direct observation, think aloud, retrospective probing

Example: Question construction

2.	What were the **start and end dates** of the gross monthly payroll reported in question 1? Report the first day of the first regular pay period and the last day of the last regular pay period PAID OUT within the reference month.	From		To	
		M	D	M	D

2. What were the **start and end dates** of the gross monthly payroll reported in question 1? ? Help

Report the first day of the first regular pay period and the last day of the last regular pay period **paid out** within the reference month.

Start date of first regular pay period:
[_____] ▾ YYYY-MM-DD
End date of last regular pay period:
[_____] ▾ YYYY-MM-DD

2. What were the **start and end dates** of the gross monthly payroll reported in question 1? ? Help

Report the first day of the first regular pay period and the last day of the last regular pay period **paid out** within the reference month.

Start date of first regular pay period:
[_____] ▾ YYYY-MM-DD

◀	Apr ▾	2013 ▾	▶	riod:

Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

3. f:

ay period **paid out** [_____]
th?

ng owners of incorporated

Opportunities for improvement

If this business opened or closed any locations during the reporting period, please list below the operating names and addresses. Attach a sheet if more space is required.
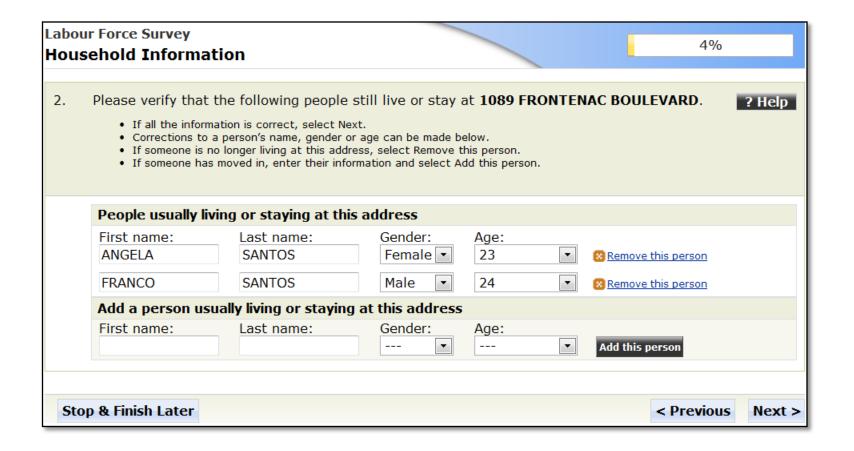
Operating Name	Address	
0060A	0060B	0060E
0060C	0060D	0060G

6. Did this business **open** any locations during the reporting period?

A location is defined as a physical place in which business activity is conducted.

◉ Yes

↳ How many locations opened during the reporting period?

　　1

◯ No

7. What is the operating name and address of the location that **opened** during the reporting period?

Location 1

Operating name

Address (number and street)

City

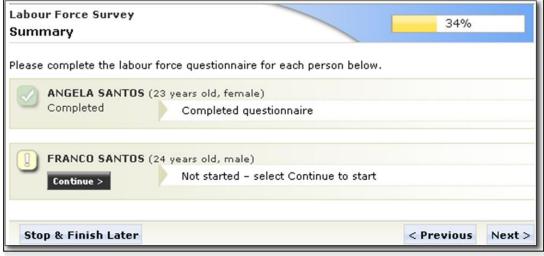Province, territory or state

<<< Select >>>

Postal code

Example: Functionality & portability

Component list

Example: Functionality and usability

Description of Product:	R0400_2	
Manufactured By:	R0403_2	
Product Code:	R0404_2	
Type of Customer:	R0415_2	
Size/Weight:	R0405_2	
Unit of Measure:	R0400_2	

Please provide the following information for an additional product/service.

Name:

Description:

Manufacturer:

Product code:
<<< Select >>>

Unit of measure:
○ Each
○ Package (such as a box of 12, carton of 24, etc...)
○ Weight, volume, length or area
○ Other - specify how this item is sold:

Example: Functionality and usability

Future

- Continue to test & evaluate design decisions

- Better understand <u>how</u> our respondents interact with our EQ applications

- Incorporate more formative testing into development process

Thank you

- For more information, please contact:

- Pour plus d'information, veuillez contacter :

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